

Procedure 0330.05
Issued October 8, 2002

SUBJECT: Uniform Business Card Format

APPLICATION: Executive Branch Departments and Sub-Units.

PURPOSE: To establish guidelines for uniform business card formats, applicable to Executive Branch Departments and Sub-units.

CONTACT AGENCY: Department of Management and Budget (DMB)
Agency Services, Print, Warehouse, and Surplus Services
7461 Crowner Drive, State Secondary Complex
Lansing, Michigan 48913.

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POLICY: Uniform business card format provides for a consistent pattern of department identification for the State of Michigan and its Executive Branch agencies and sub-units. Requests that fall outside of the guidelines shall be pre-approved in writing by the Director of the Department of Management and Budget or his designee.

APPLICABLE FORMS: None

POLICY:

Business cards are permitted for those employees whose job description includes regular interface with the public. All business card orders must be submitted to DMB Print and Mail Consulting Services. Printing of business cards through a private vendor or using agency office equipment is no longer permitted.

To establish a consistent pattern of department identification, business cards must include the following:

- Coat-of-Arms of the State of Michigan.
- State of Michigan.
- Name of principal department.
- Physical address of principal office of department, PO box-zip code.
- State of Michigan web address: www.michigan.gov or departmental web address: www.michigan.gov/dmb, etc.
- Ink Color – Black and Pantone 871 gold only for state agencies and departments. Office of the Governor and Principal Department Director's Office black and Pantone 871 gold or black with foil-embossed gold seal.
- Union bug or applicable state employee organization logos. There will be no exception to the required inclusion of the union bugs.

Format:

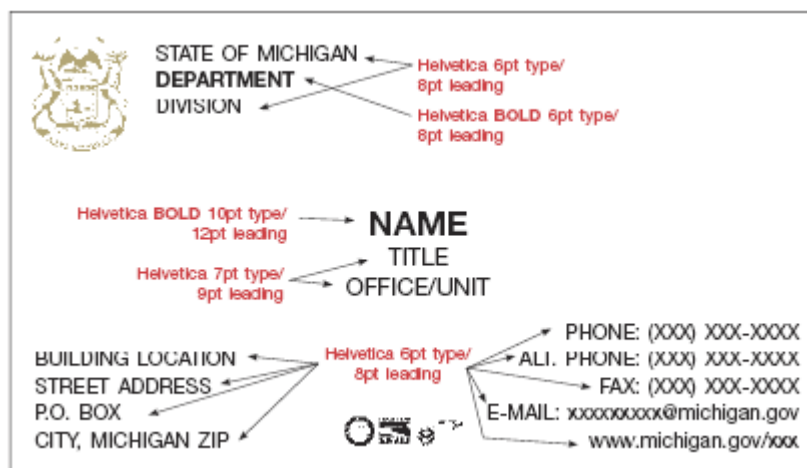
- Type font Helvetica/Arial is required.
- Business cards must adhere to technical specifications outlined for type size and style, location on page, allowable information and image placement. See below for approved layout and format specifications or contact Printing Services.
- Business cards will be printed on one-side only. Requests for two-sided business cards require significant justification and approval in advance from the DMB Director or his/her designee.

Format Exceptions for State Departments with Elected Officials:

- Name and title of elected official.

Printing Method:

- Must be printed on an offset press or electronically generated. If generated electronically, any graphic elements (logos, seals, etc.) must be a minimum of 300 DPI and meet all of the above business card format requirements.
- Business cards must be printed on 80# white recycled cover stock, however, no recycled logo is required to be printed on the card.



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